GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:2051
ANSWERED ON:28.11.2016
Medical Tourism
Bhatt Smt.Ranjanben;Brahmpura Shri Ranjit Singh ;Ram Mohan Naidu Shri Kinjarapu;Sawaikar Shri Advocate Narendra Keshav;Sharma Shri Jugal Kishore;Singh Shri Ravneet

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has implemented any scheme for the development and promotion of medical tourism in the country and if so, the details thereof along with the objectives thereof;
(b) the funds allocated in this regard during the last three years and the current year, year-wise and State-wise including Punjab and Kerala along with the details of funds utilised by the State Governments;
(c) the number of foreign tourists who visited the country on health/medical tourism and the revenue generated therefrom during the last three years, State/UT-wise including Goa along with the steps taken by the Government to ease the visa norms for medical treatment;
(d) whether the Government has any proposal to revise the guidelines regulatory framework for Medical Tourism and Wellness Tourism and if so, the details thereof; and
(e) whether proper emphasis has been laid on Ayurveda, Yoga and other Indian systems of medicine in this regard and if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a): Realizing the potential to develop and promote Wellness and Medical Tourism as a niche product and with the objective of promoting India as a holistic tourism destination for 365 days offering varied niche products, the Ministry of Tourism has formulated guidelines for the promotion of Medical Tourism.

As per the existing guidelines the following assistance is provided to the eligible stakeholders subject to adherence of the prescribed conditions and procedures:

i. Financial assistance up to Rs.2.00 lakh for participating in fairs/events/Road shows approved by the Ministry of Tourism in the overseas markets under the Marketing Development Assistance (MDA) scheme.
ii. Financial assistance in the ratio of 50:50 for making publicity and promotional material subject to a maximum ceiling of Rs.10.00 lakh.
iii. Financial assistance up to a maximum of Rs.25.00 lakh on 50:50 sharing basis for organizing Wellness & Medical Tourism promotion shows.
iv. Permission for the use of Incredible India logo for the Wellness & Medical Tourism promotion events, films, literature etc.
v. Financial support for training courses focused on skill providing, skill up-gradation and skill certification courses for the persons engaged in Wellness & Medical Tourism sector as per the Capacity Building for Service Providers (CBSP) scheme guidelines of the Ministry of Tourism.
vi. Provision of space up to 4 square meters to Wellness and/or Medical Tourism Associations at major international fairs for promoting Wellness & Medical Tourism at cost.

The Ministry of Tourism promotes Medical Tourism for boosting inflow of foreign tourists in a holistic manner, inter alia, by running campaigns in the international markets under the Incredible India brand-line; conducting Road Shows, Know India Seminars; participating in major international tourism fairs and exhibitions and also supporting Events/Seminars/ Conferences which have focus on health and medical tourism. The Ministry of Tourism also produces brochures, CDs, films and other publicity material for promotion of Medical & Health Tourism.

(b): Under this scheme, financial assistance is provided to stakeholders and the assistance provided during the last three years and the current year are given in the Annexure.

(c): The number of foreign tourists, who visited the country for health/medical tourism during the years 2013, 2014 and 2015 were 236898, 184298 and 234307 respectively. The Ministry of Tourism does not compile Foreign Exchange Earnings according to purpose or revenue generated exclusively through tourists coming for Medical treatment. The Government of India has introduced Medical Visa for the foreign patients who come to India for their medical treatment.

(d) & (e): In order to provide a dedicated institutional framework to take forward the cause of promotion of Medical Tourism, Wellness Tourism and Yoga, Ayurveda Tourism and any other format of Indian system of medicine covered by Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH), a National Medical and Wellness Tourism Board has been set up to work as an umbrella organization that governs and promotes this segment of tourism in an organized manner. Three sub-committees have also been constituted under the National Medical and Wellness Tourism Board to look into various issues as detailed below:-

1) Regulatory, Including Visa Issues.
2) Accreditation of Hospitals and Allied Services.
3) Marketing and Promotion.

****